

Advertising Talks

ADVERTISING ADVICE FOR THE MERCHANT

Branch of Business That Requires Careful Study, But Brings Good Returns.

Advertising copy should be prepared with care and should be given as much attention as is given to buying goods. Every effort should be made to be truthful and not to exaggerate. There is no necessity for using big words or flowery language. Eighty-five per cent. of the people to whom you are appealing in your ads do not understand big words if you use them, and it is that 85 per cent. that you want to get into your store. Have your advertising copy read simple and direct, so that a child can understand. And after you have written an ad, read it over yourself and see how it sounds. Set aside a certain hour or period of your business day to your advertising, just the same as you open your mail when you go to the store the first thing in the morning. It is the right arm of your business, and it can make or break you. Give it your thought and attention. Study your competitor's advertising and compare it with your own.

Urges Use of White Space.

Use cuts or pictures to illustrate your ads if you can, and use white space. Don't endeavor to fill up every nook and corner of your space. A small ad well displayed, with an attractive illustration or white space around inside the border, will many times attract more readers and bring better results than a larger ad crowded with type. The same is true of your windows. Don't try to put all your merchandise in your display windows. A few articles tastefully displayed, with price tags or descriptive lines, in an attractively decorated window will reach more people than filling up that window with a lot of stuff which people look at, and then pass on without remembering anything they have seen.

Clerks Should Read Ads.

Insist upon your clerks reading your ads and paying particular attention to them. I would not have a clerk in my store who did not take a daily newspaper and who did not take enough interest in his or her work to read my ads, not only to know whether anything was being advertised in their department, but also endeavor to impress them with your desire to have their suggestions in regard to selling more goods in their department. A great many times a wide-awake clerk can suggest to a department head or manager that a certain line of goods is not selling, and an ad with a cut price on these lines the next day will start them moving.

Insist that your clerks familiarize themselves with your store and your store policy, and in every possible way make them appreciate that they must go out of their way to please every customer, and give as much attention and be as pleasant with a customer buying five cents' worth of goods as one buying \$50 worth. The five-cent customer today may be a \$50 customer tomorrow.

George Fitch on Advertising.

George Fitch, the humorist, in a recent article on advertising, said: "Advertising began when the eager merchant went out on the street and jogged the pedestrian by the elbow to get his attention. This was wearisome work, and sometimes the pedestrian hit back. Nowadays the merchant can jog a million men by the elbow through the public print, while he himself is beating a worried golf ball out of a sand pit."

"Advertising is a peddler who brings the wares of the world into the house each day and tells you how cheap and good they are."

"By advertising a man can dispose of a mountain of sawdust at one dollar per cubic foot. Without advertising he can offer frankincense and myrrh to all corners free of charge until the stuff spoils on his hands."

"Advertising makes millionaires and presidents, makes great actors out of fur coats with indifferent fillings, supplies widows with husbands, babies with homes and deserts with people. Advertising gets some people into society and others into jail. Advertising supports literature and makes nations boom. The country which advertises waxes exceeding great in immigration problems, while the land which has no press agents crumbles away and is

discovered by steamships in the dim presently.

"Advertising made Homer great thousands of years after he was born, and introduced Rembrandt to admiring friends 1,000 years after he had retired from circulation. Chicago consists of Goshen, Ind., plus advertising. Advertising has kept Sarah Bernhardt young and attractive for sixty-several years—and the lack of it made Poe starve at forty."

The Engine of Business

Advertising is the engine of business, but even an engine needs coal and water before it can accomplish anything. Advertising needs your thoughtful study and a personality and sense.

VACANT SCHOOL SECTIONS

The following is a list of the vacant school sections in Lincoln county on Feb 1st, 1915, which are subject to lease for grazing or agricultural purpose.

In some cases only parts of sections are vacant. The vacant area will be furnished upon request.

Blank applications or further information in regard to the rental price will be furnished upon request to the Commissioner of Public Lands, Santa Fe, New Mexico.

Sec.	Top	Rge.	Sec.	Top	Rge.
2	18	10E	36	28	17E
16	"	"	2	"	18E
2	"	17E	16	"	"
16	"	"	32	"	"
32	"	"	36	"	"
36	"	"	2	"	19E
2	"	18E	16	"	"
16	"	"	32	"	"
32	"	"	16	38	11E
36	"	"	32	"	"
16	"	19E	16	"	"
32	"	"	16	"	12E
36	"	"	32	"	"
32	18	10E	2	"	16E
36	"	"	32	"	"
36	"	12E	36	"	"
2	"	13E	2	"	17E
16	"	"	16	"	"
32	"	"	32	"	"
36	"	"	36	"	"
2	"	17E	2	"	18E
16	"	"	16	"	"
36	"	"	36	"	"
2	"	18E	2	"	19E
16	"	"	16	"	"
36	"	"	32	"	"
16	"	19E	32	48	11E
32	"	"	16	"	13E
32	"	"	32	"	"
32	28	11E	36	"	"
36	"	"	2	"	16E
2	"	13E	16	"	"
16	"	10E	32	"	"
32	"	"	36	"	"
36	"	"	2	"	17E
2	"	17E	16	"	"
16	"	"	32	"	"
32	"	"	36	"	"
2	48	18E	32	88	20E
32	"	"	36	10	15E
2	"	19E	2	"	20E
16	"	"	2	108	6E
2	58	11E	16	"	"
16	"	"	32	"	"
32	"	"	36	"	"
36	"	"	2	"	7E
2	"	13E	16	"	"
16	"	"	32	"	"
32	"	"	36	"	"
2	"	16E	32	"	9E
2	"	17E	2	108	16E
16	"	"	16	"	"
32	"	"	36	"	17E
36	68	11E	32	"	18E
36	"	12E	2	118	10E
2	"	13E	16	"	"
16	"	15E	32	"	"
2	"	16E	36	"	"
16	"	"	32	"	17E
16	"	18E	36	"	"
16	"	19E	32	"	18E
32	78	11E	16	"	19E
2	"	18E	2	"	20E
2	"	19E	16	"	"
16	"	20E	32	"	"
16	88	6E	36	"	"
32	"	"	2	128	17E
36	"	"	16	"	"
2	"	6E	32	"	"
16	"	"	2	"	12E
2	"	10E	16	"	"
16	"	12E	2	"	20E
32	"	"	16	"	"
32	"	18E	32	"	"
36	"	19E	36	"	"
			36	138	20E

Jones Pays the Freight

BUY MONUMENTS BY MAIL

Save 10 to 20 Per Cent.
Write for drawings and prices

ED. A. JONES

ROSWELL, N. M.

WELCH & TITSWORTH

CAPITAN, N. M.

When in need of considerable quantities of goods, get our prices before buying. We are also anxious to get your small orders.

WELCH & TITSWORTH

CAPITAN N. M.



Give the Folks a Treat

For Easter Breakfast
Serve

SULZBERGER'S MAJESTIC Ham or Bacon

Juicy—mild—tender.
We have a fresh
supply for Easter.
Order today.

John E. Bell

Sub-cribe for the Carrizozo Outlook \$1.50 per year

RHEUMATIC SUFFERERS GIVEN QUICK RELIEF



Dr. J. E. Bell can supply you. If you live too far from a drug store send One Dollar to Swanson Rheumatic Cure Co., Newark, Ohio, and a bottle of "5-Drops" will be sent prepaid.

THE "PRUDENT" YOUNG MAN BEGINS THE YEAR RIGHT HE STARTS A BANK ACCOUNT



Young Man—just stop a moment and THINK
You cannot SPEND your money and HAVE it too
Resolve to QUIT your foolish extravagance and to save the money you earn with your labor or in your business. The one and ONLY way to get ahead in life is to regularly put money in the bank and let it STAY there and not be tempted to invest in disastrous GET-RICH-QUICK speculation.

Make OUR bank YOUR bank
We pay four per cent interest on Certificates of Deposits

EXCHANGE BANK

CARRIZOZO,

NEW MEXICO

CRYSTAL THEATER

"THE HOME OF GOOD PICTURES"
BANK BUILDING

Tuesdays, Thursdays and Saturday
of each week

Complete Change of Program Each Night

SHOW STARTS PROMPTLY AT 8 P. M.